



Benjamin Moore®

2010 Retailer Digital Marketing Program

Websites plus more! New for 2010, Benjamin Moore is proud to offer two value-filled online marketing packages for our retailers.



NEW!
100%
CO-OP ELIGIBLE

Why is the web so important to my business?

- ✓ Because overwhelmingly today, consumers go online before they buy. 70% of consumers research online before they buy in-store. - Forrester Research, June 2009
- ✓ Because you are always open online. Your customers and prospects can interact with you, your products and services at any time.
- ✓ Because without a website, you don't exist. Without a website, consumers can't find you. - Entrepreneur Magazine, April 2009
- ✓ Because your customers expect it. If you are not present on the web, they'll move on to your competition.

Everything You Need To Market Your Business Online ...And We Do It For You!



An attractive, professional website to help drive traffic to your store.



Automatic Benjamin Moore content updates and access to a robust image library.



The ability to customize and personalize your website and reflect your store's individuality.



Enhanced search engine optimization to ensure your customers find you online.



A unique URL (domain name)—we transfer your current one, or register a new one for you.



Your website linked from the BenjaminMoore.com store locator — get your share of over 500,000 visitors a month.



Secure website hosting.



Google analytics to track your website metrics.



Expert support from ChannelNet. Call or email our Digital Consultants and we will make your changes for you! It's totally turnkey!



An easy-to-use email marketing tool. (Optional add-on.)

Call or Email Us to SIGN UP NOW!

866-793-6297 • bmp.support@channelnet.com

ChannelNet[®]

See what other Retailers have to say:

"If you are not marketing your business online today, you are missing the mark. There's a lot of potential here, and I know that the Digital Marketing program puts the web to work for my business."

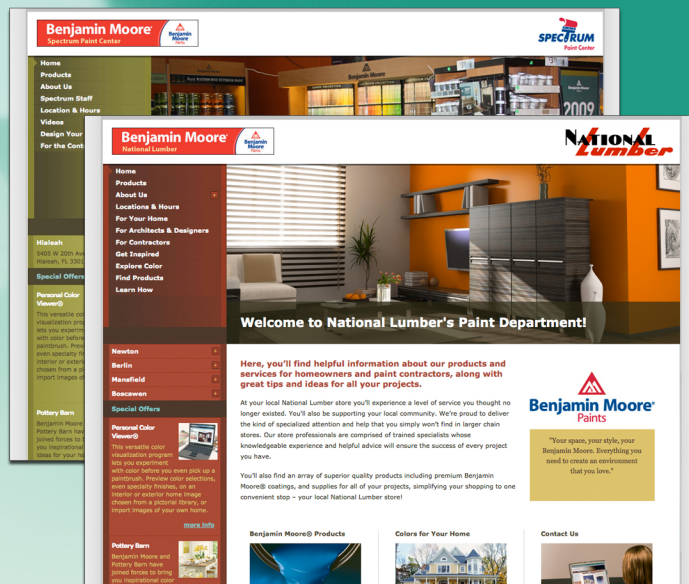
-Roberts Paint & Wallpaper

"My site was up even faster than promised! You guys are good!"

-National Lumber

"Thank you for a seamless, professional and truly enjoyable experience with getting our website together. I was very impressed with how easy the whole thing was. It seems to be a rare thing today to work with people who are true professionals and offer such excellent service. Bravo!!"

-H.W. Foote Paint & Decorating Center



Check Out Our Video Service

Online video is exploding! And it's an incredible tool to market your business online. Our film crew will come right to your store — we will film, edit, and post your videos on your site.



Ask about our professional and affordable Video Package today! Additional costs apply.

Coming in 2010

Benjamin Moore is committed to the Retailer Digital Marketing Program. In 2010, upgrades are planned, including:

- ▶ More design choices
- ▶ More content
- ▶ Promotions for contractors
- ▶ And more!

Digital Marketing Program Pricing

Co-op: The Benjamin Moore Retailer Digital Marketing charges, which are eligible for 100% co-op re-imbursement, will be automatically processed against your Co-op Advertising Fund balance. Any remaining amount will be billed to you.

Package One

\$1,745 (Price includes a one-time setup charge of \$295, plus an annual hosting and support charge of \$1,450)



What's Included:

- ✔ Customizable Website
- ✔ Domain Name Registration
- ✔ Local Search Optimization
- ✔ Google Analytics (Website Metrics)
- ✔ Comprehensive Help Desk Support

Package Two

\$2,090 (Price includes a one-time website setup charge of \$295 and a one-time email setup charge of \$95, plus an annual website/email hosting and support charge of \$1,700)



What's Included:

- ✔ Customizable Website
- ✔ Domain Name Registration
- ✔ Local Search Optimization
- ✔ PLUS! Email Campaign Generator Marketing Tool & Support
- ✔ Google Analytics (Website Metrics)
- ✔ Comprehensive Help Desk Support

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